

CAMPING MAGAZINE



DECEMBER 1955

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Tuesday, January 3, 1956

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Camping Magazine, December, 1955

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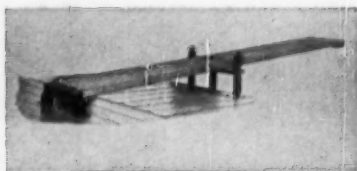
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letters from readers . . .

Can We Compete and Remain Honest?

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Summer camp operation is competitive, whether we are in the so-called private profit type of camping or in the organizational non-profit type. We all try to get the campers in our area and very few, if any, risk exposing our prospect lists to any other camp or type of camp. Can we continue to do this and remain truthful, honest, fair, and kind to our competitors?

Complete integrity is vital, at least in any enterprise which has to do with the children of other people, if we are to keep the respect and confidence of our children and their parents and if we are to provide the kind of influence which is of such primary importance — setting of a positive and above-board example of complete integrity. Our campers and their parents, and so the public, soon come to know whether we are completely truthful, fair, and honest in our promotion plans, our programs, and our business relations. Children come to copy and accept what they consider standards approved by adults.

I am concerned about this matter since it is obvious that we are faced everywhere with what I call "marginal honesty, marginal truthfulness, marginal integrity." That is, we almost tell the truth, we almost play fair; which means that we at the same time are almost telling falsehoods, almost being unfair.

In the camping enterprise the best illustration of "marginal truthfulness" is the practice of going to a city or town and claiming public-

ly that we plan to take only five or 10 campers from that area, that we already have half that number and that prospects had better hurry if they hope to be accepted. Some directors boast of this plan and claim that parents fall over each other signing up and that by its use they fill up earlier than other camps. I am willing to venture the opinion that not a single camp director who makes such a claim keeps his word and that he knows at the time that he will take from that area all he can get up to the limit of his enrollment and frequently beyond that.

Another illustration is the claim of early completing of the enrollment. I know of one director who claimed that the enrollment was complete in January then beat the bushes from Virginia to Miami until late in June. Unexpected cancellations do not make such a practice necessary, for a camp that fills up in January or before will have some kind of waiting-list. The waiting-list claim is another illustration of "marginal truthfulness." No waiting-list is worth much after a few weeks, for prospects are not going to wait for us. They will canvass our competitors and find a place.

To be truthful we do not have to tell all, just as we do not need to advertise our failures, mistakes, and lack of this or that, but what we do tell must be the truth, our promises must be kept, and our claims must be valid.

One trouble with people of ideals is that frequently they are not courageous enough to be completely true to their ideals. We all glorify prayer, faith, and repentance, and then go our careless and merry way neglecting and ignoring their use. We teach our campers sportsmanship, loyalty, unselfish service, and sincerity. We claim that sportsmanship means that if there is any advantage we offer it to our opponents. Do we apply this principle consistently in our promotion, in our business relationships, and in our associations with our competitors?

*A. P. Kephart
Blowing Rock, N. C.*

We will be glad to print additional opinions from directors on this topic.—Ed



Sexton

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E

xquisite coffee

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Books for Better Camping

A Department Conducted by Prof. Charles Weckwerth,
Director of Recreation and Camping,
Springfield (Mass.) College

Exploring Papier Mache'

AUTHOR: Victoria Bedford Betts
PUBLISHER: Davis Press, Inc., Worcester, Mass. 1955. \$6.00.

REVIEWER: Shirley Silbert, Instructor at Craft Students League of the YWCA and City College of New York.

In a light-hearted, adventurous spirit, this book presents ideas and methods for making useful and varied objects from papier mache. It emphasizes thorough techniques combined with a wide scope for exploration. All material is graded, from the simplest forms for the be-

ginner to those suitable for professional use.

Mrs. Betts has been closely associated with children as a teacher of the arts and crafts. She is a talented designer and artist, and has conducted training workshops for students and leaders in the teaching and group work professions.

She is also aware of a parent's need to understand basic arts and crafts skills for use in the home. Therefore, numerous individual and group activities are presented that are applicable for home, camp, school, recreation center and other areas where originality and three-dimensional design add interest.

Such specific ideas are covered as holiday decorations, party favors, wall displays, figure and animal construction, games, toys and masks. Details are described and illustrated.

The book has eye appeal with large, easy-to-read print; delightful line drawings; and helpful photographs. You will find it stimulating from cover to cover. The last chapter includes excellent "sources and resources" that you will certainly want to explore!

Planning the Church Camp for Juniors

PUBLISHER: National Council of Churches; distributed through ACA, Bradford Woods, Martinsville, Ind. 1955. \$1.00

REVIEWER: Charlotte F. Andress, Federation of Protestant Welfare Agencies, Inc.

This book, doubtless, will fill an important need for churches who include camping as a part of the year-round program of Christian education.

Juniors are here defined as children who have completed the fourth, fifth and sixth grades in public schools. It is the intention of this manual to provide the essentials for the operation of a camp for groups up to 60 children for a 7 to 14 day period.

Material on administration, program and health and safety is included. The fine first chapter on "Why the church camp for juniors?" encourages churches to include camping in their religious education activities.

For the church leader starting
Camping Magazine, December, 1955

6 good reasons why camp advertisers get great results* in HOLIDAY Magazine...

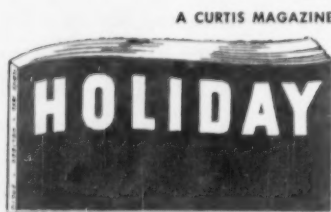
* For example, Mrs. Dorothy E. Shaw of Indian Beach Camp, Northport, Mich., writes: "In 1955 we advertised in 5 issues of HOLIDAY Magazine and, as a direct result, enrolled 14 girls! We are very pleased and will continue to advertise in HOLIDAY next year!"

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out to plan a camping program, this volume will be of inestimable value. The recommendations that are made are sound.

The Encyclopedia of Child Care and Guidance

EDITOR: Sidonie Matser Gruenberg
PUBLISHER: Doubleday & Co.,
Garden City, N. Y. \$7.50.

REVIEWER: Hedy Craven, Meadow
Lark Camp, Monterey, Mass.

"The Encyclopedia of Child Care and Guidance" covers the entire range of child development from pregnancy to adulthood. If any book should be in a camp library this is certainly the one. The subtitle: "For All Who Share Their Lives With Children" is perhaps the more appropriate title, at least to this reviewer.

Mrs. Gruenberg has done a masterful job. The purpose of the book is to help individuals gain a broader understanding of what goes into "growing up." Parents, educators, group leaders, camp directors, all who work and live with children, are daily confronted with innumerable questions regarding their charges.

This book presents a guide that is helpful toward finding answers to specific questions; concerning the physical, mental, emotional, social and cultural growth and development of children. It does not give the solution to a question or a problem, but leads to an understanding that growth means change and the more we know about children the more helpful we can be in furthering their development.

In a camp situation where one deals with children 24 hours a day, this book is invaluable. It will help any counselor gain a better insight into the behavior of the children he works with. Topics such as: generosity, individual differences, obedience, self-confidence etc., are discussed clearly and in easy-to-understand language. The cross references at the end of each topic show clearly the complex relationships that exist in all child-growth patterns.

The second part of this book has special articles dealing with the basic aspects of Child Development. They give the reader a considerable insight into child rearing and what

it involves. There are articles by Margaret Mead, Benjamin Spock, Anna M. Wolf and other well-known authors who have helped us through their research and experience.

At no time is this book dogmatic—it is fluid in its concept of growth and warm and friendly in its tone. It goes a long way in helping us understand what goes into the building of a healthy environment for our children.

Outdoor Guide

AUTHOR: Luis M. Henderson

PUBLISHER: The Stackpole Co.,
Telegraph Building, Harrisburg,
Pa. 1950, \$5.00.

REVIEWER: Barbara Ellen Joy,
Camp Consultant, Wausau, Wis.

The author is a man of unusual talents. He is primarily an artist of distinction in the world of animals and birds, yet a facile and interesting writer, an expert camper from boyhood, and a great lover of the outdoors. The illustrations throughout the book of camping scenes, animals, tracks and informational drawings are superb, and themselves worth the price of the book.

We have never seen anywhere such a thorough discussion of footwear, aluminum foil cookery, selection of outdoor foods, waterproofing clothing and canvas, use and care of the axe, setting up a camp. Marjorie Camp reports that the chapter on "The Canoe" is also excellent.

The suggestions on reducing hazards and excess effort on such chores as portaging, packing, hiking, and camp-making are completely practical, since Mr. Henderson writes as a result of first hand knowledge and pragmatic tests of popular theories, some of which he explodes.

The book is written essentially for the inexperienced person, and is designed to make outdoor living as painless as possible and to make the camper aware of the countless things of interest along the trail. This fine book will help open our eyes to greater interests in woods lore, animal traits and primitive nature generally. While it is primarily a handbook of instruction, it is also a source of reading pleasure, replete with factual material on all natural phenomena.

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Let's Take Stock

By Hugh D. Allen

Director

George Williams College Camp
Williams Bay, Wis.

how to focus your outlook for more effective leadership

IT WAS ONLY a comparatively short time ago that industry became fully aware of the human factors in management, and the importance that sound principles of human relations play in successful operations and in the happiness of workers. Today industry is bombarded from all sides by the findings of group dynamicists and management consultants, pointing toward the improvement of relationships as the key to many if not most problems. New understandings in mental health have come to bear very strongly, too, on the role of management.

People who have been engaged in the improvement of human relations through education, religion and social welfare have seen, in this new look, the streamlining of techniques used by them for years. They can and should learn much from the new developments. Indeed, there are many indications that camp directors, whose orientation generally falls into the education, religion and social welfare fields, need to take stock regularly to check the status of their mental health and their group-work techniques.

In an effort to assist in such a stock-taking, I have prepared a list of questions which all of us engaged in the operation of camps might ask ourselves. After you have heard these questions, your reaction probably will fall into one of these categories:

"I've been working too hard; think I'll take a rest."

"That sure applies to some camp directors I know."

"If I did half of what these questions suggest there wouldn't be any time left to run my camp."

In any event, perhaps the questions will help us understand ourselves a little better—and that is the first step toward understanding others—our staff and our children. Let's try them and see.

First, there's your job

Do you run it, or does it run you?

Had a vacation since last summer? If not, it's probably too late, but it's no longer smart to say "I haven't had a vacation in years."

Can you accept failure?

Can you accept success? (Sometimes more difficult.)

Can you check the burning of physical and emotional energies before you blow up—or fold up? (We need safety tires for fast driving on the job.)

Can you delegate responsibility? Can you *let go*?

Would camp go to pot if you were away for three days?

Are your anxieties under control? (Is it *your* problem? Can you help by worrying now?)

Do you *love* your job? (Perhaps it's better to *like* it very much, and save your love for the family.)

Next, there's your ego

Can you accept criticism? Ask for it—get it—and like it? (Probably not, but it's a good test of our personal security.)

Can you divert praise and undue adulation from yourself to the proper staff member?

Can you avoid competition with your staff?

Can you admit mistakes openly?

Can you sublimate personal interests for the good of others?

Can you postpone satisfactions?

Then, there's the staff

Do you like them as individuals in spite of short comings?

Do you give sincere praise in public and criticism in private?

Do you throw knives? Do you discourage their use? (If criticism is open and friendly, the stab in the back becomes at best a minor sport.)

Do you know the chief interests and aims of each staff person? (They are more likely to know their campers if *you* know *them*.)

Are you thoughtful? (Personal attention to little things pays—one person has referred to them as "tremendous trifles.")

Do you sniff? (W. M. McFeeley says "The key to the problem of judging others may be summarized in a few words—Seek sympathetic understanding, don't sniff.")

Are you a time-off hoarder? (You won't miss the time, and the staff needs it.)

Do you believe in co-education? (Provision for social life of staff pays real dividends.)

Are you an oracle? (Sometimes wiser counsel may be given by other members of the staff. Try them.)

Are you a Sherlock Holmes? (Did you ever read a mystery story by A. Conan Doyle in which Sherlock was anything other than a detective? Once cast in the role, you're stuck.)

Are you fair?

Can you permit experimentation even though you have seen similar tries fail? (This is a rare quality, and to do it without an "I told you

so" if it fails takes the greatest skill.)

Finally—there's your personal growth

Are your sights still high? Still get visions occasionally?

Can you keep quiet where you used to bark out?

Do problems that used to upset you now elicit a more calm response?

Do you take "Refresher Courses?" (We need to refresh ourselves through writing, appraising efforts with colleagues, conferences, etc.)

Do you seek good advice? (Complete self counsel is not a sign of growth. We need the counsel of others — sometimes specialists, sometimes colleagues — who may give a fresh slant.)

Do you experiment with new ideas? (Can it be said of you "He has had 20 years' experience," or are they really saying "He's had the same experience 20 times?")

Do you see service to others as the most important calling in life?

In conclusion, I should like to share with you a formula for maintaining emotional balance in an unbalanced world, as suggested by Professor Arthur H. Steinhaus of George Williams College:

1. HAVE A PHILOSOPHY—a dynamic, working, changing, evolving, philosophy that has God as its core, and that holds human personalities sacred.

2. HAVE A CAUSE—Perhaps we are fortunate enough to have it oriented in our work—something to strive for—that helps and improves mankind—that we may lose ourselves in—and in turn find fulfillment.

3. HAVE AN ESCAPE—Preferably constructive—but a means of leaving monotony behind and finding release in invigorating, new experience.

4. HAVE A FRIEND—A close personal friend with whom all can be shared—someone with whom to "swap insecurities"—someone who knows us better than we know ourselves.

To this I might add with little fear of serious contradiction: HAVE A CAMP!

Abstracted from a talk before the Wisconsin Section, ACA.

"Our Gates are Open to All" ... an endorsement of interracial camping

By W. J. McCullough

OUR EXPERIENCE in operating an interracial camp may help some of those directors who may wonder what such a set-up involves. In the first place, we believe in what we are doing. Our two-fold slogan is in our hearts as well as at the head of our stationery: "One World of Friendship and Understanding." We emphasize equally, "One God, Father of All Races and Colors." For nine years, we have operated a children's camp on the foundation of that principle. For nine years, we have accepted children on the basis of their own intrinsic worth without a single thought of division because of race or religion.

We emphasize in all our program, in the choice of our staff, as well as in our Friday and Sunday services of worship our faith in God, His love for His children, the beauty of His world, His power to help us shape our lives into beautiful and useful instruments of service.

We never have had a parent or staff member accuse us of having done or said anything contrary to our ideal of "One World of Friendship and Understanding." Consequently our beginning group of 10 campers has told its neighbors and friends and each year we have held back the number that would come to us—accepting now about 125 children and carrying a staff of 40.

Among our registrants are Catholics, Protestants, Jews and Moslems. On our staff, as in our camper family, we never choose on the basis of

race or religion—we place character first, then training and experience. As a result, we have a good staff—well-balanced among the same four faiths. Of course we have colored children, too—and nearly every year, one or more colored staff members. We have no trouble. If anyone ever has left us because of the presence of colored children or colored staff members, we have not known it.

The time must come when the people of the world shall live together as one family—one family inclusive of all colors and of all faiths. We shall learn to love one another and live, or hate one another and die! Our camp is a prophecy of a world that has become a family.

We believe that the two greatest dangers to democracy today are first, racial and religious antipathies and second, our indifference to them. Many people talk about it, but few people do anything about it. In our little way Camp Wells-by-the-Sea is trying to do something about it.

While we have children and staff members of four religions and as many races, there is no mention of, no thought of divisions. To the contrary, we are One World of friendship, understanding and love. Hates and prejudices are acquired—so are the virtues of One World of Friendship and Understanding in which One God is Father of all Races and Colors and Clans.

Rev. and Mrs. McCullough are the directors of Camp Wells-by-the-Sea, Wells Beach, Maine.

from juniors through seniors

They All Love Riflery



Camp Alleghany

By William H. Keister

THE RIFLE program at Camp Alleghany has always been one of the most popular of the camp activities. During a typical season, 198 girls participated, and completed 704 NRA qualifications, including three Expert and one Distinguished Rifleman.

The range was open from 9:30 A. M. until 12 noon, and from 3 to 5 P. M. six days a week. Forty-five thousand rounds of ammunition were used. No limit is placed on the number of shots a camper may fire each day, but he is taught that a few shots carefully executed are better than many shots carelessly fired.

Firing Range Plan

The 50-foot range has 10 firing points and a natural hill for a backstop, with 3' x 4' x 5/16" steel plates as additional protection against ricochets. It is equipped with target carriers of unique design, which make it possible to change and check targets without calling for a "cease fire." The firing line is covered with a permanent roof and targets are covered with a canvas canopy. This makes it pos-

sible to carry on the rifle program in any weather except during a severe storm. This feature is quite desirable, since so many of the other camp activities have to be suspended in rainy weather.

Another advantage of the canopy over the targets is that they are shaded so that there is no troublesome change of light on partly cloudy days. Scores went up when this shade was installed.

The range has a slight slope, a rise of about three degrees from firing line to targets, and until three years ago, firing was done from a level platform at the firing line. When firing, especially from the prone position, the shooter experienced some discomfort. The front of the platform was raised, giving it the same slope as the rest of the range, and now shooter and target are in the same relative position as would be the case on a level range. The increased comfort to the shooter has fully justified the change.

Choosing Rifles

In any shooting program, the most important piece of equipment

is the rifle. It must have a degree of accuracy consistent with the ability of the shooter and with the job for which it is to be used. In the past several years, when perfect scores or near-perfect scores were required to win the NRA Inter-Camp Matches, the camp that did not have at least one "match grade" rifle just did not have a chance to win. On the other hand, one might fire in the NRA Junior Qualifications and learn safe and correct shooting technique with the less accurate type of rifle.

At Alleghany there are 13 camp-owned and several privately owned rifles. Five of the rifles owned by the camp are Model 52 Winchesters with standard barrels; the others include the Remington 513, Winchester 75, Stevens 416, and the four-and-a-half and five-pound Winchester and Remington models.

All of the rifles are now equipped with micrometer rear and aperture front sights. Match rifles have always had target sights, but the camp carried on for years with less accurate sights on the others. Recently, we equipped all rifles with good sights, and the expenditure

"When a camper scores a bullseye, he shows that he has attained one hundred percent control of every nerve and muscle in his body. Therein lies the thrill of riflery."



Camp Alleghany

Target carriers are supported on tight wires and are drawn out to the target line by a system of ropes and pulleys. This makes it possible to change and check targets without calling for a "cease fire."

involved paid off in full. Twenty per cent less ammunition.

Comfort in Dress

Another important piece of equipment is the shooting-jacket. The youngster who comes to the range for the first time on a hot day usually objects to wearing the jacket, but once he is persuaded to try it, he learns that the comfort afforded by having pads in the right places more than offsets the discomfort from the heat.

The shooting glove is another gadget which the camper soon learns to use for better scores. For years, jackets were improvised by sewing sheepskin pads on denim roundabout jackets, and ordinary canvas gloves were used in lieu of shooting mitts, but the range is now equipped with factory-made jackets and gloves, which are much more satisfactory.

A couple of left-handed jackets are furnished for those who have learned to shoot that way, but all beginners are started in the right-hand position. It has been found that a camper who has a good right eye and no physical defects can

learn to shoot as well right-handed as left, and will do so more comfortably. The Camp's bolt-action rifles are all made with the bolt handle on the right side, and on the firing line the left-hander must lie at the opposite angle and thus interfere with his adjacent competitor.

An effort is made to have at least five members of the staff on duty at all times, so that no coach will have more than two shooters to supervise. The beginners and small juniors need individual coaching. The older ones with more experience can shoot with little or no coaching. Record-keeping requires almost the full time of one staff member.

Stress on Safety

Safety is the first and most important subject of instruction in Alleghany's program. From the first, care is taken to impress the camper with the fact that he is handling a dangerous and deadly weapon, but that by observing a few simple rules, organized rifle shooting has been made the safest in the whole category of sports.

The coaches are constantly on the alert to see that safety rules are strictly enforced, and at the end of eight weeks of training, that all shooters can be trusted to handle firearms with perfect safety.

Most of the time on the range is spent shooting for the NRA Junior awards, but an opportunity for competitive firing in inter-camp matches is also offered. Selected teams fire two matches, shoulder-to-shoulder, with a neighboring camp. A team is also entered in each division—Senior, Junior, and Sub-Junior of NRA Summer Postal Matches.

Frequently, parents express surprise that their children enjoy rifle shooting more than any other camp sport. The secret lies in the fact that there is a definite thrill to be derived from acquiring complete self-control. In shooting, as in no other sport, nervousness must be overcome. It cannot be covered up by action, as in tennis or other active sports. When a camper scores a bullseye, he shows that he has attained one hundred per cent control of every nerve and muscle in his body, and therein lies the thrill.

Cornerstone Ceremony at National Home

To open the Cornerstone Ceremony for the new ACA National Headquarters at Bradford Woods, Ind., a campfire symbolizing the gathering place for comradeship, for warmth, for inspiration throughout the years, the world around, was lighted. At the end of the proceeding, a log from this fire was removed to be used later for the first ceremonial fire on the hearth of the new building. Shown (top picture) removing this log are Elizabeth Spear, National board member, Catherine T. Hammett, past-president, and Lloyd Shafer, representative of Region 5.

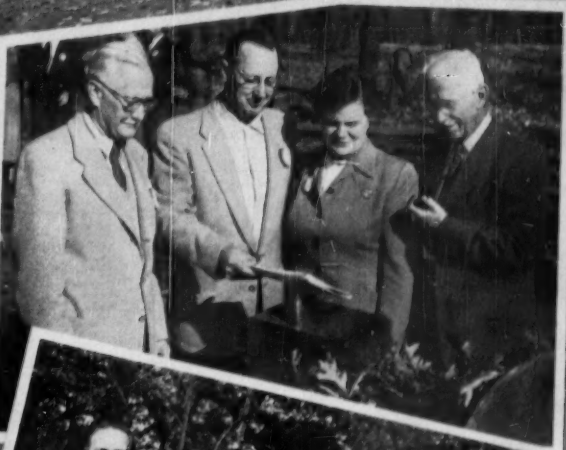
Proceeding down the panel, we see Catherine Hammett, with ACA president, Ted Cavins, Ray E. Bassett, vice-president and fund director, and Rey Carlson, building committee chairman, as they turn the first earth for the new home.

Next is pictured the Ceremony of the Box. This rite consisted of placing appropriate documents in a copper box which will be sealed shut and placed in the cornerstone of the building. The story of ACA's organization today, its foundations and future plans, its publications, plus a contribution from every ACA section and board member were all included in the box.

Here Ted Cavins places a drawing of the building plans into the copper vault, as Ray Bassett, Catherine Hammett and Leslie Lyon, ACA treasurer, look on.

Each of the seven ACA regions was represented at the Cornerstone Ceremony with the presence of the region board member. Pictured at the ceremony on the building site are, front: Maryhelen Vannier, Region 6; Margaret Milliken, Region 7; John Lennox, Region 2; Lloyd Shafer, Region 5; Rey Carlson, Region 3; and, back, William Berndt, Region 1; and Henry Hart, Region 4.

In addition to these regional representatives, many delegates to the Day Camping Workshop which immediately followed, were present.



October 26, 1955

Camping Magazine, December, 1955



The Nine Sisters Will Greet You

when you attend the
ACA National Convention
February 15, 16, 17, 18, 1956

Program Highlights

WEDNESDAY, FEBRUARY 15

8:00 A. M. to 12:00 Noon, Registration;
Kindred Group Coffee Hours; Exhibits
12:00 Noon, Laymen's Luncheon
(For Laymen—Parents—Camp Directors
and all others interested in Camping)
2:00 P. M. Conference Opening Session
4:00-6:00 P. M. Kindred Group Meetings
6:00 P. M. Dinner—Kindred Groups
10:30 P. M. Reception—Entertainment
and Refreshments

THURSDAY, FEBRUARY 16

9:20-11:30 A. M. Kindred Groups
12:00 Noon, All-Conference Luncheon
2:00 P. M. Workshops
Evening Campfire Program

FRIDAY, FEBRUARY 17

9:30-11:30 A. M. Work Groups, Demon-
strations, Exhibits
12:00 Noon, Special Luncheons
(Kindred and Special Interest Groups)
2:00-3:30 P. M. ACA Business Meeting;
Trip to famous Henry Ford Museum and
Greenfield Village, Dearborn, Michigan
7:30 P. M. General Conference Session
Laurence (Larry) J. Taylor, Speaker—
"Leadership." Followed by "Round Up"
Dance. (Square & Round Dancing. Bring
your square dance togs.)

SATURDAY, FEBRUARY 18

9:20 A. M. Counselor's Sessions and Lead-
ership Panels
12:00 Noon Closing Luncheon
Speaker—Dr. Frank Slutz

THE WELCOME mat is out in Detroit—a world cap-
ital of Industrial Production and "know how." The
"Nine Sisters" are landmarks on Detroit's skyline and
serve the Detroit Edison's main power plant on the De-
troit River.

Register Early

The Convention Committee is preparing to be "First
Class" Hosts to the greatest of all Camping Association
Conventions.

Plans are being made to accommodate the largest group
ever to attend a meeting of this kind.

Advance Registration Important

In order to help the Committee be adequately prepared,
advance registrations are important. All ACA members
and other persons interested in camping are urged to fill
out registration cards promptly and forward to the Con-
vention Headquarters. Additional copies of the registra-
tion materials are available at the Convention Office, 4864
Woodward Avenue, Detroit, Michigan.

Boost and Brag Your Section

What will your Section or State be wearing to "boost
and brag" a little about home? The Convention Commit-
tee urges that each group plan something of this nature
to add color to our meeting.

There's a great meeting planned—but it won't be fun
unless YOU are at the Convention.

outstanding speakers selected for convention

The Convention program is now about completed and we are happy to announce the speakers selected to appear in various sessions at the meeting. These speakers have been chosen because of their personal interest in camping and the many facets of this activity.



Julia J. Henderson to Address All-Conference Luncheon

On Thursday, February 16, at the first All-Conference Luncheon of the Convention, Julia J. Henderson will be the principle speaker.

Presently, Miss Henderson is serving as the Director of the Bureau of Social Affairs, Department of Economics and Social Affairs of the United Nations.

Miss Henderson has had a varied and interesting experience for several years in different capacities in the field of Education, Economics, and Public Administration. She is sure to have a message of interest and inspiration to the Convention.

Friday Evening Speaker to be Laurence J. Taylor

"Larry" Taylor, Director of Extended Services and Human Relations at Hillsdale College, Hillsdale, Michigan, is a native of Detroit. He is known for his leadership of government workshops, for clinics and conferences with business, industry, education, religious and volunteer groups.

As a speaker, his ability ranges from the serious to humorous and this talent has taken him to many local, state, and national groups and agencies.

"Larry" Taylor's Friday evening presentation on "Leadership" is sure to be a high point of the Convention.



Dr. Frank D. Slutz to Close Convention

Dr. Frank Slutz has been a teacher, school principal, and school superintendent. For the past quarter of a century he has been a nationally known counselor, renowned for his guidance work with high school and college students.

Dr. Slutz is president of Northwoods Camp, and for many years was Director of the camp which came to be known as one of the outstanding boys' camps in America.

In closing the Convention at Luncheon on Saturday, February 18, Dr. Slutz will have a timely and inspiring message.



do it the
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Everytime a waterproof food packet for out-of-camp meals is desired. TASTY, CONVENIENT, ECONOMICAL. Each Tripperoo serves 4 hungry campers WELL! Just add water — cook over fire. Saves trouble of repackaging from kitchen stock. Over 20 menu favorites including Egg Pancake, Chili Con Carne, Sweet Milk Cocoa, Spaghetti-Tomato Dinner. Send for prices now.

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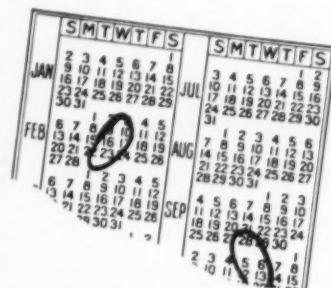
Ft. Worth, Tex.

All

Year Round

keep in touch with
your campers and counselors

By Bettye Breerer



IT HAS BEEN said that "growing a camp is more important than building a camp," and only by a 12 month job can a camp become successful.

It's the carry-over from the last day of camp to the first day of camp next year that truly measures the success or failure of your program. "One year" counselors are definite proof that something is wrong, and a small percentage of returning campers a bright red warning sign to any director.

Camping is a vacation, but there is no vacation from camp if it is to be a successful camp—where youngsters benefit from their outdoor experiences. Where does camp stop—or where does it begin? The last day of camp should be the beginning of your next year's job—that's your dividing line. Granted, taking inventory, evaluation and storing equipment are in order, but planning starts immediately.

"Heartology" tops the list in camp requirements—it is the tie that binds director, counselors and campers in that golden loop of friendships. Memories should be that pleasant that the mere suggestion of the word "camp" should flash back little events that took place—like a burst of sunlight after a storm.

Counselor Contacts

Year-around camping for counselors should include:

1. Follow-up party for staff, to re-live experiences that took place, and to start planning immediately

for the next year. (This long-term program makes counselors a part of your camp—it stimulates interest, and helps the director get the "staff-side" of the all-over picture.)

2. Keeping in friendly personal contact through the winter months with both old and newly-hired counselors. Older staff members will later welcome newcomers with this same spirit of friendliness. The director who encloses a "bit of camp" in his holiday messages to counselors is building a good camp. There's a special touch when a sprig of pine, a pinch of grass or a colored pebble from "our" camp is included with such greetings.

When you plan pre-camp training sessions for counselors, why not include a poem or inspirational note in your reminder to them? Postal cards with notices of time and place are cold, when a hand-made notice can do such a better job. If you inject nature thoughts and tips in these messages, your staff will automatically get into the habit of doing a bit of thinking and research on the subject. After all, camping is an outdoor program, and a counselor can't teach appreciation of nature if he doesn't believe in it himself.

The counselor or cabin leader who arrives at camp on the first day with hand-made signs, charts, books and posters has been camping all year! Planning is more than half of any camp job—and good preparation before camp assures a successful season.

Remembering the birthdays of

Camping Magazine, December, 1955

staff people with cards or greetings is putting a firm foundation in your project, for that friendship between director and counselor is the backbone of your camp.

A memory book, signed by camp staff and campers, for the counselor who was unable to attend camp for one season, has an excellent two-way carry-over value. It renews his friendship with former co-workers, and it ties firmly that knot of goodwill, for the camp and all it stands for.

Winter Contacts with Campers

A "follow up" newspaper of articles written during the camping season should follow a short time after camp closes. It arrives at a time when the exciting glow of the experience has started to fade into memories, and everyday activities are in the spot light. That's when youngsters like to talk about what happened at camp and start dreaming of next year's fun. Word-of-mouth publicity from a girl or boy who has "been to camp" is as valuable as camp folders and literature.

A personal "hello" from director to camper should soon follow with mention of little events that took place in camp—the campfires, the hat show, or perhaps the camp circus! Or, if your camp was marked by a "wishing bridge," "singing gate" or "enchanted trail," why not rush these important camp landmarks back to your camper on a picture post card for his birthday?

Create Impressions During Camp

Certain activities in camp can have excellent "flash-backs"—not for just a year, but for the child's entire life. These should be encouraged. For instance, themes in camp which deal with international friendship make lasting impressions when costumes, dances, foods, songs and games have been included. This can only be accomplished if the staff member has prepared well for the job, and has been encouraged by the friendship of the director to go into a complete study of the activity.

The snappy camp song, created by staff or camper, will be hummed or sung for months after the last goodbye has been said. And if written to the tune of a familiar

air, it will bring back memories of happy camp days for years to come. Well supervised games will be repeated at school and at home, when the last camp tog has been stored away for another season to come.

If social graces, courtesy and kindness are included in the daily camp program, good manners will become a part of the campers life. Such a gift to a child is a priceless treasure from any camp.

A souvenir of camp is as important as camp food. The little token carried home in a dirt-stained hand will remain on a shelf or desk much longer than your camp folder or pamphlet. Small stone trinkets and gifts will remind the owner of that happy day when he hiked with his bunkmates to the woods with his counselor. A hike-stick whittled from the cedar trees near a camp tent will remind some child of starlit nights when the wind and the call of an owl soothed him to sleep in camp. These are the things that carry on any camping program, and make campers return to the woods. Make sure that counselors know

these simple tricks because money cannot buy the good camp publicity that goes with childhood memories.

Remember parents too, in your year-round camping program. A personal note as a follow-up of camp for candid opinions (good or bad) is an excellent way to evaluate your program. If possible have a "Camporama" for parents as a pre or post-camp stunt. Invite the mothers and fathers to come in dungarees and old camp togs and let your counselors plan a typical camp day with games, square dancing, songs, dramatics and of course —eats. Parents' Day in camp can be featured in various ways, but when mothers and dads participation is a part of the program a friendship is established which is strongly reflected in the camper. With parents enthused, campers reaping a real benefit from their experiences, staff and director bound in a true friendship, and a full year-around tie circling all concerned, a camp will grow year by year to build a better America.

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ADIRONDACK SHELTERS
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BAZAAR

IT PAYS TO ADVERTISE IN HARPER'S BAZAAR CAMP DIRECTORY!

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- * 3 insertions in the Bazaar automatically reserve a 2" space for you in the Bazaar's famous School and Camp Guide . . . sold all year!

For rates and information about the Guide, contact Johanna Potter Shedd, Director, Harper's Bazaar Educational Department, 572 Madison Ave., N. Y.

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*Denotes names added since October 1.

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Building Fund Progress Report

Goal: \$60,000

WE ARE NOW at the half-way mark toward our goal of \$60,000 by national convention time in Detroit next February. Subscriptions are coming in daily from across the Nation—small ones and large ones. Everyone seems to be catching the spirit.

A Symbol

Our ACA National Headquarters and Library will be a symbol of the greatness and the glory of our profession and of the importance which we attach to camping movement in a country which now holds great world responsibility.

The building of this Service Center and Research Library will be one of the greatest unifying forces we could ever conceive, a place which every man and every woman and every child could think of as a home—his outdoor recreational and educational home.

Give Now

If you, individually, have not made a contribution or pledge as yet, won't you do so now? Merely send it, with the inscription for the permanent "Record of Shareholders," to The American Camping Association, Bradford Woods, Martinsville, Indiana.

Subscriptions may be made in two or three annual installments, if one wishes to do more than he can afford in 1955.

What is your fair share? You and you alone know the answer. It is what your heart, your conscience, your love for camping and your regard for a great national camping movement dictates.

Record of Shareholders

All donors will be listed in the permanent record of shareholders. Contributions of \$100 or more will also be listed on the bronze Honor Roll plaque. Lists of contributors will appear in CAMPING MAGAZINE each month. Small special or individual plaques, if desired, will be considered for gifts of \$1,000 or more. A few sections have in mind honoring outstanding individuals in this way by raising funds locally, both within and outside ACA membership. Other sources of funds in-

clude business gifts in recognition of individuals, section workshop and meeting collections, other camping associations, camp scholarship funds and foundations.

Library Gifts

Gifts to the research library are also in order. Barbara Ellen Joy and Marjorie Camp are donating their valuable library collection, in-

cluding card index and annotated lists, to ACA. We hope that others may choose to do likewise.

Plans and specifications for our new home are completed. The contract is being let for the building, and construction is going forward this winter during the campaign for funds. Your funds will not lie idle but will be put to work at once. Local oak timber taken from Bradford Woods earlier this year and local Indiana limestone are to be used in the construction of this building.

Section Treasury Contributions	Section Quota	From Camps, Individuals, Businesses and Other						
		Percent of quota subscribed to date						
		0	20	40	60	80	100	
	REGION I	\$ 6,610.00	-----					49%
\$ 1,000.00	New England	\$ 6,610.00	-----					49%
	REGION II	14,850.00	---					12%
200.00	Capitol	810.00	---					7%
	Central Penna.	310.00						
	Delaware	210.00						
200.00	Eastern Penna.	2,390.00	---					9.6%
	Maryland	580.00	---					13%
200.00	New Jersey	710.00	-----					55%
1,200.00	New York	6,040.00	---					17%
	Upstate N. Y.	1,480.00	-					2%
	Virginia	710.00						
	West Virginia	250.00						
500.00	Western Penna.	1,360.00						
300.00	REGION III	7,310.00	-----					23%
	Central Ohio	400.00						
700.00	Indiana	1,300.00	-----					82%
100.00	Kentucky	35.00	---					12%
200.00	Lake Erie	1,570.00	-					.003%
1,000.00	Michigan	3,120.00	---					17%
100.00	Ohio Valley	530.00	-					.002%
	REGION IV	4,140.00	-----					25%
	Florida	750.00						
25.00	Gulf Coast	540.00	-					.004%
100.00	Southeastern	1,520.00	-----					40%
125.00	Tenn. Valley	830.00	-----					36%
100.00	Tri-State	500.00						
	REGION V	12,140.00	-----					60%
1,000.00	Chicago	3,530.00	-----					81%
150.00	Iowa	1,060.00	---					11%
1,000.00	Minnesota	2,230.00	---					12%
500.00	Missouri Valley	1,500.00	---					3%
	Nebraska	450.00						
1,000.00	Saint Louis	1,480.00	-----					+12%
1,000.00	Wisconsin	1,890.00	-----					+19%
	REGION VI	2,690.00	-----					22%
100.00	Colorado	620.00	-----					97%
	Oklahoma	480.00	-					4%
100.00	Southeast Texas	630.00						
250.00	Southwest Texas	960.00						
	REGION VII	6,640.00	---					3%
	Cal. Cen. Valley	400.00						
200.00	Coronado	270.00						
	Hawaii	150.00						
25.00	Inland Empire	260.00						
	Northern Cal.	1,200.00	---					3%
150.00	Oregon	840.00	-					2%
	San Diego	250.00	-					4%
500.00	Southern Cal.	2,710.00	---					5%
	Western Wash.	560.00						
\$12,025.00	TOTAL	\$54,380.00						TOTAL \$15,916.50
	GRAND TOTAL	\$27,941.50						



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Name
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For Your Information

New and helpful ideas to assist you in obtaining equipment, supplies and services for your camp. Keep up-to-date with the latest trends in camp operation by investigating some of the items described here.

Soap-Detergent Buying Guide Aids in Bulk Purchasing

The Industrial Sales Department of the Colgate-Palmolive Co. has made available to camp directors its "Handy Soap and Synthetic Detergent Buying Guide." The compact, pocket-size booklet gives data on toilet and bath soaps, pumice and liquid hand soaps, packaged synthetic detergents, scouring cleanser, flakes and granulated soaps in bulk containers, and a wide variety of other products.

The booklet will help directors gain the most value from their soap products for kitchen, cleaning or bathroom use.

A copy may be obtained by checking item C-12501 on coupon at right.

New Boats Designed for Fun and Safety

Lone Star Boat Mfg. Co. has recently introduced its 1956 Fun Fleet, a group of 26 boats in aluminum and Fiberglas. The boats have been designed to accent fun and safety.

Camp Directors will be particularly interested in the 12 to 18 foot semi-V, sport boats, and cruisettes,

in both outboard and inboard models. Several models can be used for water skiing, which has been gaining popularity in camps lately.

Further information and price lists may be obtained by checking number C-12502 on coupon.

Leathercraft Catalog Lists Many Novel Ideas

A new brochure, issued by the J. C. Larson Co., will be of interest to camp directors and crafts leaders who are looking for something new in craft projects.

Called "New Things in Leathercraft" the catalog suggests new ideas for billfolds and belts, moccasins and shoes, and animals.

A copy of the brochure may be had by checking item C-12503.

Square Tables for Permanent or Emergency Use

The small folding table designed by Barricks will be useful in camps for a permanent table in craft shop, office or game room, and for emergency use in accommodating overflow crowds or for outdoor suppers, or other outdoor activities such as your camp fair.

It is said to be sturdily con-

**Really Want
to Know Why?
ask a
Camp Director**



CAMP DIRECTORY

Camp Directors have been placing more and more advertising lineage in the Camp Directory of the Herald Tribune THIS WEEK Magazine. Why? Because they know the Herald Tribune audience comprises close to 600,000 active, intelligent, better-income families who live comfortably and have lots of camp-age children. How do they know? Because year after year they see the parade of high calibre campers coming their way as a direct result of their HT Camp Directory ads. Write now for rates and information—to:

**NEW YORK
Herald Tribune**

230 West 41 St., New York 36—Pennsylvania 6-4000

structed with tubular steel legs, with top in Duron, plywood, Formica or plastic. The folding mechanism has been designed to work easily and to sand firm when open. It is available in 32½" and 36" square tops.

Full particulars may be had by checking number C-12504 on coupon at right.

Mixes Suggested for Kitchen or Trip Use

Two new convenient frosting mixes have been adapted for the mass-feeding trade by Pillsbury Mills. Both products, Creamy Fudge and Fluffy White Frosting, eliminate the cooking usually required in conventional formulas. With no beforehand experience, a food service operator (or even a camper) can, according to the makers, produce rich, fluffy frostings with plenty of eye and taste appeal.

Both products are packed in cases of six 5-pound bags.

Pillsbury has also added another flavor to its line of cake mixes, bringing the total to eight. The latest flavor is orange.

For information on costs and availability of any of these new products, check item C-12505.

Canned Fuel Lantern Versatile in Camp Use

Made by the Coleman Co., the "Air-O-Lite" canned fuel lantern has just been introduced for use on camping trips, for evening activities or as an emergency light.

Styling is similar to current models of the gasoline lantern that the Coleman Co. has made for many years. It has a heavy wire bail for carrying, and weighs 2½ pounds with a full can of fuel.

Prices on this and other Coleman lanterns may be had by writing for item C-12506.

New Type Enamel for Unusual Craft Work

A new type of separation enamel, to create unusual effects, on copper is offered by The Potters' Wheel, Inc.

The enamel is black when applied and burns out entirely during firing. It creates a "river" of separation in the layer of enamel underneath it. Interesting two-color

effects can be obtained on jewelry, ash trays, boxes or trays.

The separation enamel is available in jars of several sizes, and full information will be sent to those checking number C-12507 on coupon.

Trampoline type Diving Board Folds for Easy Portability

The latest innovation of the Nissen Trampoline Co. is its Aqua-Tramp, a trampoline-type diving unit. The unit can be attached to a dock or raft.

The circular unit has aluminum painted frame and legs, and is waterproofed. It can be folded for easy portability.

For literature and prices, write for number C-12508.

Hundreds of Items in Camp Outfitting Catalog

R. Laacke Co., manufacturers and distributors of all types of camping equipment and accessories, will be pleased to send its latest catalog to interested camp directors.

Among the items listed are all kinds of tents, tent poles and stakes, sleeping bags, lamps, knapsacks and tools for campcraft use.

For your copy, check number C-12509.

Electric Power Plant Ready for Emergencies

Sharp increases in storm damage from hurricanes in recent years have spot-lighted the need for standby electric power plants in many camps.

To supply this need, the Winchester Corp. has brought out a revamped line of generators. Of these, the new 10,000 watt Model 10V4F will be particularly useful to camps. This Winco engine-generator is equipped with a Wisconsin engine and is said to be capable of supplying 24 horsepower of mechanical energy to the generator.

The Winco 10V4F can be equipped with a line transfer control which starts the engine-generator automatically as soon as power-line power fails, and switches the load power back to the power-line the moment normal service is restored.

Information on this and other Winco models may be had by checking item C-12510 on coupon.



Readers' Service

Use this coupon to obtain more information about items described in this department, or advertised or mentioned editorially in this issue. CM Readers' Service will also be happy to assist you find a source for any products or services used in camp management.

- ☐ C-12501 Soap Buying Guide
- ☐ C-12502 Boats for 1956
- ☐ C-12503 Leathercraft Catalog
- ☐ C-12504 Square Top Tables
- ☐ C-12505 Frosting Mixes
- ☐ C-12506 Canned Fuel Lantern
- ☐ C-12507 New Craft Enamel
- ☐ C-12508 Trampoline Type Board
- ☐ C-12509 Outfitting Catalog
- ☐ C-12510 Electric Power Plant

Please send me information on the following additional subjects not checked above.

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wish all our friends

*A Very
Merry
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Candidates For Three Major ACA Offices Introduced

JOHN A. LEDLIE, Chairman of ACA's Nominating Committee, has announced the slate of candidates for three national officers. According to the ACA calendar, members are to elect a President-elect, to take office in 1957 and to be on the ACA Board during the year 1956; a Vice-president representing private camps, to take office in 1956; and a Treasurer, to take office in 1956.

Printed ballots will be mailed to all members on December 24. January 22 has been set as the deadline for voting, and the new officers will be installed during the national convention in February.

The following candidates are those chosen by Mr. Ledlie and committee:

For President-elect:

T. R. ALEXANDER is presently Associate General Executive of



T. R. Alexander

the YMCA of Pittsburgh. As part of his work in this capacity, he is, and has been for the past 20 years, director of Camp Laurel Ridge, young adult and family camp operated by the Pittsburgh YMCA. Before coming to Pittsburgh, Mr. Alexander served YMCAs in Columbus and Lima, Ohio, and Des Moines, Iowa.

"T. R." has been closely associated with ACA for many years, serving in many capacities on sectional, regional and national bases. In the Western Pennsylvania Section, he held the office of treasurer from 1945 to 1949, and president

from 1952 to 1954. In addition, he served the section as chairman of its Leadership Training Program, its Membership and Public Relations Committees.

On the Regional level, Mr. Alexander has held chairmanships for



Stan Michaels

both the 1947 and 1949 Regional Conventions and will serve as General Chairman for the 1957 Region 2 Convention, to be held in Pittsburgh. In addition, he was president of Region 2 from 1953 through 1955.

T. R. Alexander was elected national ACA treasurer for the years 1950-52, and served nationally as chairman of two Nominating Committees. He has also been a member of the national program, finance, studies and research and membership committees.

STANLEY J. MICHAELS of Detroit, is the director and owner of Camp Nahelu, a private camp for boys and girls, located in Michigan and established in 1930. He has been connected with camping for the past 26 years as counselor, swimming director, head counselor and director.

During the past three years, Stan has become known to ACA members through his work as Chairman of the national Standards Committee. In this capacity, he also directed the 1953 Workshop on Standards at Bradford Woods.

Mr. Michaels is past chairman of ACA Region 3, and served as

Operations Chairman for the 1951 Region 5 Convention. He is now chairman of Private Camp Meetings for the 1956 national convention, and national board representative to the Convention Steering Committee.

In Section affairs, Mr. Michaels has served the Michigan Section as both president and vice-president. As a member of the executive board of the section during the past 10 years, he has been chairman of both the Public Relations and Program Committees.

Stan is a member of the advisory board of the Girl Scouts of Metropolitan Detroit, on the Board of Directors of the Fresh Air Society and Camp Tamarack Authority, Red Feather Agencies of the Detroit Community, member of the Camp Study Committee of the United Community Services of Metropolitan Detroit.

For Vice-president

FRED V. ROGERS has been associated, since 1942, with the Lake



Fred Rogers

Hubert, Minnesota, Camps, an association that operates seven private camps for boys and girls. His position is that of Managing Director.

Fred is a former president of the Minnesota Section and has also served as Chairman of Exhibits for the 1942 National and the 1947 Regional ACA Conventions, held in Minneapolis.

Civic activities include the annual Red Cross Roll Call, the YMCA, PTA, Community Fund, Civic Association, and the Governor's Advisory Council on Youth.

Fred has been serving as national vice-president, representing

Camping Magazine, December, 1955

private camps, for the past two years.

OTTO K. ROSAHN is the founder-owner-director, since 1935, of Camp Birchwoods, a co-educational, interracial camp for children



Otto Rosahn

6 to 16 years of age, located in Huntington, Mass. He has been active in camping since 1923.

He has been a member of the ACA national board for the past 10 years, with the exception of 1948. In addition, he served as chairman of the National Finance Committee from 1950 until 1955,

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25 for 40¢ 50 for 75¢
100 for \$1.00

Bradford Woods, Martinsville, Ind.

and chairman of the Constitution Revision Committee, 1948-49.

As an active member of the New York Section, Otto was elected president for the years 1949 through 1951, and secretary from 1947 through 1949. He also served as Program Chairman of the Regional Convention in 1949, and as co-chairman of the Finance Committee of the National Convention in 1954.

For Treasurer

OSCAR L. ELWELL has been Executive Secretary of the Cheshire County YMCA with offices in Keene, N. H., since 1921. As part of his position there, he has been director of Camp Takodah, a 10-week camp accommodating 658



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children (boys for five weeks, followed by girls for five weeks.)

In ACA affairs, Mr. Elwell has



Oscar Elwell

been an active member of the New England Section for more than 30 years. He has been serving as its treasurer since 1937, and exhibits director each year since 1940. He represented the New England Section at two workshops, and has attended 10 national conventions.

LESLIE W. LYON is co-founder and co-director of Minne-wonka Lodge, a private camp for girls, es-



Leslie Lyon

tablished at Three Lakes, Wisconsin, in 1921.

Les is a resident of St. Louis, where he taught until three years ago, at Soldan-Blewett High School. He is a member of the Board of Trustees of Monticello College.

He has been serving ACA since 1924, as president of the St. Louis Section for two terms and as Section Treasurer for seven years. He has also held memberships on National and Regional Convention committees.

Les is the incumbent treasurer, having been elected to the position in 1954.

ACA Section Meetings Feature Interesting Speakers, Panel Discussions

REGION 1

New England Camping Association held its Fall Conference Friday evening, November 4, and all day Saturday, the 5th.

Dr. Ernest G. Osborne of Columbia University set the mood for the stimulating conference by addressing members at the Friday evening dinner meeting. Dr. Osborne's topic was "The Home and Camp Working Together."

During the Saturday morning session, Joel Bloom presided at a panel discussion on "Home-Camp Relationships." Luncheon speaker was Dr. Benjamin Hersey, Dean of Crane Theological School, Tufts College, whose topic was "Frontiers in Camping."

Saturday afternoon sessions featured meetings on aquatics and day camping and conservation.

REGION 2

At the November meeting of the New York Section, the topic of "Some Problems of the 1955 Season and a Look Ahead" was considered. Two fine speakers, Lillian D. Robbins, executive director of the Lenox Hill Neighborhood Association, and Joshua Lieberman, director of Camp Robinson Crusoe, presented their thoughts on the subject.

The Section has reported that it will move its headquarters one flight up in its present building on December 8th. The new facilities are said to be more comfortable, practical and attractive. A special feature will be a private office for directors to use when interviewing counselors.

New Jersey Section held its November meeting at the new National Headquarters of the Boy Scouts in New Brunswick. Wes Klusmann, National Director of Camping Service for the Boy Scouts, conducted a symposium of camping resources.

"Our Camp Experiences of 1955" were discussed at the November meeting of the Eastern Pennsylvania Camping Association at their November meeting.

The areas of program, finance, personnel and health were all covered by representatives of both private and organizational camping people. As a special feature, eye-witness accounts and evaluations of the effects of the hurricane on disaster areas were presented.

Western Pennsylvania Section, meeting in Pittsburgh, called on members to offer suggestions on how we may "Help the Staff Attain the Camp's Purpose." The lively group meetings looked for the answers to such questions as: how can we help people become effective workers; why should a camp take time to develop staff members; what stands in the way of doing this.

Later, Professor Alan Klein of the School of Social Work, University of Pittsburgh, moderated in a demonstration of supervision.

REGION 3

The Fall Workshop of the Kentucky Section was packed with fun and fact for the attending camp leaders. The meeting was off to a good start with an address by Gunnar Peterson of George Williams College, who chose "What's the Latest Word in Outdoor Education" for his topic. Following, an hour of folk and square dancing was enjoyed by all.

A panel discussion on the particular interests of camping in Kentucky was held Saturday morning, with small group meetings on year-round camping, promotion, unit camping, food, sanitation and staff recruitment and training taking the afternoon.

Saturday evening's dinner meeting was devoted to the topic of "How Deep is our Respect for Life?"

The meeting was brought to an inspiring close Sunday under the leadership of Mrs. Genevieve Murray and Dr. Earl Kaufmann.

Michigan Camping Association is busy these days planning the 1956 ACA National Convention, at which they will be hosts on Febru-

ary 15-18. Co-chairmen, Sidney Geal and Art Lusty, have an excellent force of fellow workers heading the various committees.

Steering committee members and their chairmanships are: Program, John Stone; Exhibits, Douglas Sailsbury; Operations, Henry Schubert; Finance, Joe Gembis; Publicity, Bob Kilmer; Public Relations, Lewis Reimann and Hospitality, Ruby Smith.

REGION 5

Sigurd F. Olson, president of the U. S. International Parks Assoc., spoke to members of the Minnesota Section at their November membership meeting. Mr. Olson described his "Adventures along the Voyageurs' Highway."

Games and singing, under the leadership of Shirley Keehn and Nancy Parlin, added liveliness to the meeting.

Chicago Camping Association met on November 10 to hear Dr. Bethuel Gross speak on "Tools for Personnel and/or Personal Analysis." Members also heard reports on the Day Camp Workshop held at Bradford Woods and the Counselor Referral Service Committee of the Section.

REGION 7

A great deal was done this summer in implementing camp standards by the visitation program undertaken by the Camp Bureau under the direction of Alvie S. Coughlin.

The Association for Outdoor Education held a very successful conference on school camping at Camp Paivika, Crestline, Calif., October 21 through 23rd. More than 160 people attended and the principal speaker was Dr. Julian Smith, former State Director of Health and Physical Education at Michigan.

November 30 was the date of the general membership meeting at the Interstate Grocery Company of the SCCA, with exhibits and discussion groups on many phases of camping, including a special session for day camps.

The Pacific Camping Federation Board under the leadership of Margaret Milliken, President, announced that the 1956 Pacific Camping Federation conference will be held March 15 through 18th at Asilomar, Calif. —J. Grant Gerson

Camping Magazine, December, 1955

ACA Board Meets at Bradford Woods Site



The first ACA board meeting, held October 24 and 25 on the site of the new headquarters, was one of the most successful in recent

years. Every officer was present, plus the board member from every region, and the current chairman of every standing committee.

Day Camping Standards Discussed at Workshop

The important topic of Day Camp Standards came under consideration at the annual Workshop of ACA, held October 26-28 at Bradford Woods. After careful study and discussion of the tentative standards, several recommendations and changes were authorized. These have been submitted to the Standards Committee, who, in turn, have submitted them to the Sections.

Sections are requested to study these and send any comments to the ACA Standards Committee, who will consider them in the final draft to be presented before the Council of Delegates at the annual convention in Detroit in February.

The Workshop also compiled a Report of Camping Practices for correlation with the Standards, and provided a means for a scoring key to be developed, so that implementation may begin during the summer of 1956.

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Josephine E. Chrenko, Director, School and Camp Dept.

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GREAT NECK, N. Y.

Does Your Camp Catalog Really Sell Your Camp?

SOME CAMPS have operated, and still do, without a printed catalog; others may have departed from the idea of what some people consider an adequate catalog. So, with the understanding that there isn't anything new under the sun, we will proceed in the knowledge that the psychologists tell us that: 25% forget an impression after 1 day; 40% after 2 days; 85% after 4 days and 96% after 7 days.

May I suggest that we set the stage and look upon my observations from the viewpoint of an opera, AIDA, by you:

A—ATTENTION

I—INTEREST

D—DESIRE

A—ACTION

YOU is the viewpoint to be taken in catalogs, letters, personal interviews, and everything you do in presenting your camp. Keep the prospect and his interests in mind. Look upon your camp as a means to an end—development of boys and girls.

The catalog is your representative, and should make the kind of impression you would want to make in a personal interview. It should have personality and express your camp.

You should have a plan for the catalog. You already have some attention, interest and desire when you receive a request for information regarding your camp. The catalog should at least hold this, and perhaps strengthen and develop it until you move in and carry the prospect to action—the signature on the application blank.

By Charles E. Glendening

Layout and Design

First you need a layout and design for the catalog. This will be determined by the raw material—pictures and text. It should be clean and uncluttered. Size, shape, use of color and number of pages are all influenced to a large degree by the ever-present factor of cost. Usage seems to have set a fairly common size in the area of 8" by 11."

Some directors anticipate that their catalogs may be placed with others in a rack, and in that event it is important to have the name at the top. Others are not concerned with this, and have the name at the bottom. Use, or appearance, may determine this. Many of the catalogs we studied do have the name at the top.

Color is very important, and I am sure everyone will agree it adds to a catalog. We find that, in magazines like the *Post*, *Colliers*, *Life* and *Look*, four-color advertisements obtain 55% higher observation for men and 68% for women than do black and white. Four-color advertisements in these magazines cost only 47% more than black and

white. We find many camp catalogs using color on the cover and sometimes on the inside. You may use a colored stock for the cover, or use white stock which can be printed in color. The latter may be a little more flexible as it is easier to reproduce halftones on white stock.

Good Pictures are Necessary

The first requirement for good pictures is a good photographer, one with imagination. This may be the camp director or one of the staff. If no one fills the requirement, it pays to have a professional do the job. This may be least expensive in the long run.

There should be variety in pictures—not too much duplication, if any. Sometimes a picture can be cropped to improve the impression.

All camp catalogs are pictorial. The need in this area may be more emphasis on the *you* approach. Select the pictures for catalog use from the viewpoint of the prospect. Sometimes we find too many group pictures, and discover the idea was to sell a picture to everyone in the group.

The selection of pictures for the catalog is extremely important—their location in the catalog, whether to use bleeds, how to crop, etc., are factors in the layout and design.

It is important to be sure you have permission from the subjects of the pictures to use their pictures in your catalog, i.e., "release." Some camp owners handle this by including the release as part of the application blank. For example:

"I hereby give permission to use, in its booklets or other camp advertising, any camp pictures in which the photograph of my child appears."

Have you ever looked through a catalog and noted how the important phase of picture captions is handled? There is a difference between a label and a caption or legend. Think of our big picture magazines, such as *Life* and *Look*. The legends tell a story in addition to that conveyed by the photograph.

You can look through some catalogs and, from a reading of the legends under the pictures, have a complete idea of what the camp offers. Here are a few examples of what we consider excellent use of the legend:

Campers on horses in a riding ring: Picture is obvious, but we read—"The riding circle." A much better caption would be—"The all-inclusive rate provides riding for all."

A picture of a line-up of riders carries the selling caption: "Campers enjoy a carefree summer because the one reasonable fee covers all items essential for a happy and complete vacation—from an occasional band-aid to daily horseback riding with instructions." Compare this with the label: "The riding circle."

Under an illustration of a cabin, showing the screened windows and location under trees, with a couple of campers in the foreground, we read: "No special uniforms are required. Articles can easily be assembled from your present wardrobe. If you have a choice of colors, remember that the camp colors are green and white."

Tennis picture—one of a camper about to serve—the well-chosen

caption says: "One of a score of sports."

Some catalogs omit captions and let the pictures tell the story. This is another method, and who will argue with successful camp directors? We prefer captions because of the opportunity to add information about the camp.

a good catalog should promote

Attention

Interest

Desire

Action

Practically all catalogs have a map. Where should it be placed? Some consider the back cover the best place on the theory that anyone using the map as a guide when driving to camp can handle it more easily and with less destruction to the catalog. This may be a practical suggestion. Others put it on the third cover or elsewhere in the book. A map is important. Have one, and position it where in your judgment it serves the purpose best.

Type is important in the overall impression to be made by the catalog. We suggest a continuity of type faces. One difficulty sometimes is the use of too many different type faces and sizes.

Type styles for cover and interior should complement each other. A light face type is more easily read than bold face in the same type. The lighter faces for text also have a tendency to accentuate the illustrations.

Have a consistency in width of type lines and leading; also a consistency in margins for a pleasing appearance. Remember that long lines are difficult to read. We are used to newspaper and magazine columns, and the people responsible for these have made a study of the best length of lines.

Type should represent the camp: a feminine face for a girls' camp, and a stronger face for a boys' camp. The point I am trying to make is that careful attention to the

selection of type is needed in order to accomplish your *AIDA*.

A Bit on Printing Processes

Processes of printing are offset and letterpress. The process used determines the type of paper stock used. A coated, glossy stock is used for letterpress, and dull stock for

offset. Letterpress may be more flexible in that you have cuts that can be used for folders, etc., whereas in offset such cuts would not be available. There might be a cost factor involved, and it is wise to check costs for both processes.

Overall impression: your camp catalog should reflect your personality and set forth your philosophy of camping. It should be prepared to be *AIDA*: attract and hold *ATTENTION*, develop *INTEREST*, create *DESIRE*, and move to *ACTION*.

Other Printed Pieces

A brief word regarding other printed pieces of promotion: Folders can be used effectively. They should have good design and layout, and should be prepared from the viewpoint of giving more information about the camp.

You may want to emphasize some particular phase of your program. A testimonial folder can be used effectively. A question-and-answer folder gives you opportunity to present and answer the questions you wish the prospect would ask.

Whether you have a catalog or not, I would suggest the need for all of us to keep *AIDA* in mind.

—Mr. Glendening is associated with N. W. Ayer & Son, Inc., Philadelphia. This article is based on material presented by him before the Region 2 ACA Convention this year.

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For full information on any of the above positions write: Zalaine Hull, Personnel Advisor, Camp Fire Girls, Inc., 16 East 48th Street, New York 17, New York.

CAMP DIRECTOR, Y.M.C.A. camp in Pocono Mountains of Pennsylvania. Permanent summer position for right person. Good Salary. Write to: Earl Armstrong, Central-Atlantic Y.M.C.A., 45 Biecker St., Newark 2, N. J.

FINE OPPORTUNITY for experienced Director for large, well-established Long Island Camp. Write: Federated Girl Scouts, 193 Jericho Turnpike, Mineola, N. Y.

POSITIONS WANTED

EXPERIENCED, SUCCESSFUL, camp director, B.A., M.S.W., veteran, married, desires full or part-time position. References. Write Box No. 467, CAMPING MAGAZINE.

CAMP DIRECTOR, presently employed, experienced all phases private or organizational camping; promotion, enrollment, hiring, purchasing. Desires position northern camp. 767A Mercer St., SE, Atlanta, Georgia.

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THAT'S where we come in. To help you we've prepared a unique 16-page self-study guide, called the Personal Progress Evaluator. It will help you see, probably more clearly than ever before, just what you have that a prospective new boss WANTS.

Send just \$2.00 (cash, check or money order) for your Evaluator, and get well started on the way to a better position. Draw check to, and mail to, Galloway Publishing Co., Plainfield, N. J.

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SMALL ESTABLISHED CAMP FOR GIRLS. Interested in immediate purchase or administrative position with prospects of buying. Write giving details to Box 461, CAMPING MAGAZINE.

WANTED TO BUY OR LEASE—camp in the southwest, Texas, New Mexico, Colorado preferred. Send full description and terms Box No. 468, CAMPING MAGAZINE.

CAMPS FOR SALE

BOYS CAMP Northern Wisconsin. Also make ideal camp for girls. Beautiful lake, 160 acres. Accommodate 50. Reasonable, deal with owner. Write Box No. 412, CAMPING MAGAZINE.

LAKEFRONT BOYS' CAMP IN

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FOR 130 CAMPERS — 40 IN STAFF — \$55,000. A bargain (reduced from \$75,000). 600 ft. on crystal clear lake; sandy beach; steel dock; tennis courts; badminton; baseball field, etc. Cots, mattresses for 180. Buildings in excellent condition. Fine water supply. 23 acres with 3 additional acres traversed by mountain stream. Send for illustrated leaflet No. 51025. PRE-VIEWS, INC., 20 Kilby St., Boston, Mass.

BEAUTIFULLY situated camp, in north central Pennsylvania approximately 150 miles from New York and Philadelphia. Completely equipped for 80 campers and staff. Operated 25 years on co-ed basis. Has separate areas for boys and girls; could equally well serve boys or girls.

110 acres of rolling hills, wooded areas, open fields, mountain streams, 25 buildings, including dining, recreation, crafts, cabins, wash-houses, all in good condition.

State Approved artesian well drinking water; excellent swimming, boating, tripping. **VERY REASONABLY PRICED.** For full information write Box No. 457, CAMPING MAGAZINE.

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 Editor and Publisher

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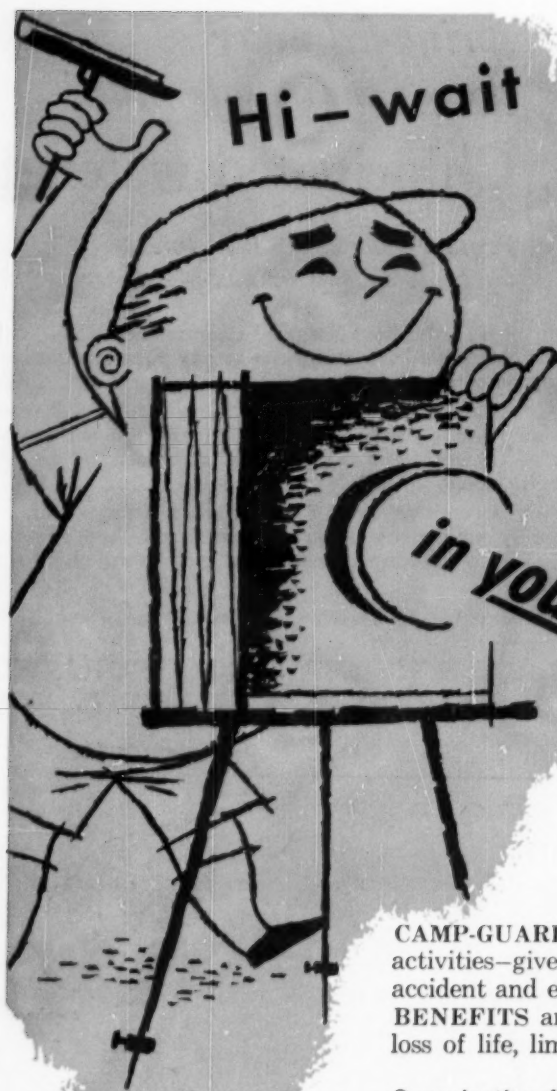
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